Broadcasting Oct 1

Incorporating Broadcasting / Cable — 59th Year 1990

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Tribune takes Rivers, Geraldo in-house
PBS wins with 'War'

RADIO / 41
KKBT(FM)'s urban sound moves it closer to lead in L.A.

WASHINGTON / 59
High-definition television bill is tabled, but closed captioning law is likely

CABLE / 68
DBS, cable bill talk of towns in Atlantic City and New York

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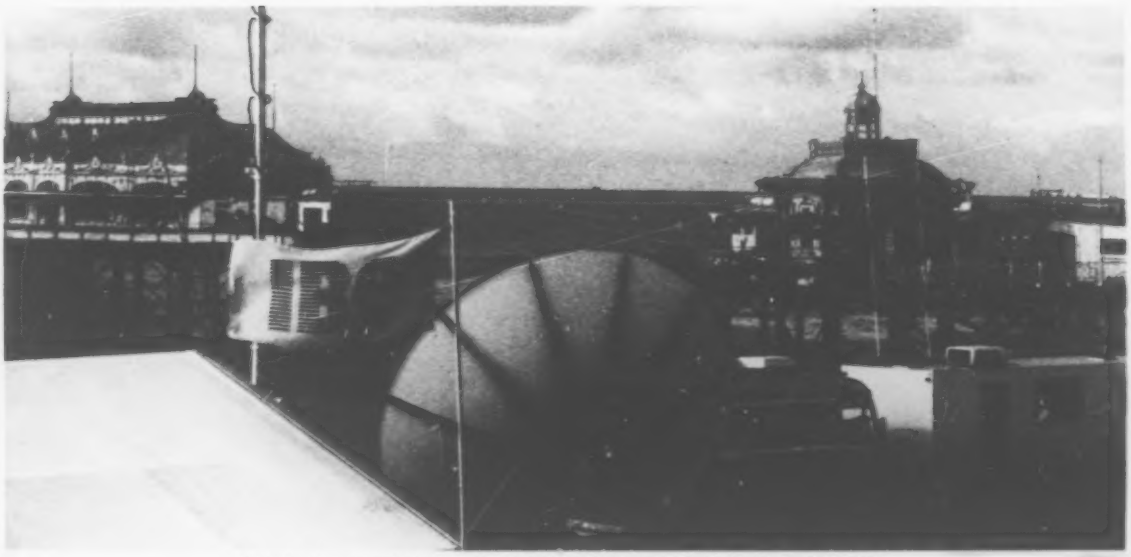
THIS WEEK



Broadcasters unveiled plans for enhanced widescreen TV at Brighton (page 64)

27 / SURPRISE START

The television networks' official prime time "premiere week" got off to an unexpected start last week, with CBS winning the round—with no more than three-tenths of a rating point separating first and third place. An also unexpected contender: *The Civil War* on the Public Broadcasting Service, which diverted attention from the big four but helped on-air television bolster its homes-using-television numbers.

In addition to CBS's unexpected showing to date, unusual turns included low numbers for such franchise programs as NBC's *The Cosby Show* and ABC's *Roseanne*, compared to last year, and talk by some observers that NBC may, or should, be the first of the networks to make schedule changes.

32 / EXTENDING GOODWILL

Less than two months after the final losses of $44 million for the 1990 Goodwill Games were tallied, the board of Turner Broadcasting System voted unanimously to proceed with the 1994 games and offset losses by selling a weekend package of events to ABC.

The games will be cable exclusive during the week, with events in prime time and late night, while ABC will have 18 hours of weekend afternoon coverage.

36 / CORPORATE SPLIT

Tribune Entertainment will not renew its agreement with Paramount to sell Tribune's *Geraldo* and *Joan Rivers* shows. Instead, sales of the two talk strips are being taken in house.

38 / RATINGS VICTORY

Ken Burn's $3.5 million, critically acclaimed 12-hour documentary *The Civil War* was a major victory for the Public Broadcasting Service, giving the noncommercial network its largest-ever series debut audience, a number that increased for the program's second outing.

41 / URBAN ROCKET

KKBT-FM Los Angeles was a classical music station when Evergreen Media bought it in May 1989. After a false start as an urban rock station, it switched to an urban contemporary sound, which has propelled it just a fraction away from the market leaders.

44 / ABC'S CROSS-PROMOTION

ABC-TV is looking to its radio network to promote three fall TV shows: *Twin Peaks*, *China Beach* and *Cop Rock*. The marketing plan is designed to serve as an "extension of the entertainment value of the show," said ABC-TV.

45 / AM, FM IMPROVEMENT AHEAD

Radio can look forward to the expanded AM band, new FCC rules governing FM translators, improved fidelity for AM receivers, RDS for FM receivers and several other near-term developments.

47 / THE WAY TO SAN JOSE

Radio-Television News Directors Association members found their way to northern California last week for the organization's 45th annual international conference and exhibition. During the show, NBC News President Michael Gartner drove home his point that pooling the resources of the networks and their affiliates is one way to curb the personnel and economic contraints of the 1990's. Other panelists addressed the blurring of traditional boundaries between news media, and maintaining journalistic integrity while meeting bottom-line corporate budget projections.

49, 60 / SIKES STUMP

FCC Chairman Alfred Sikes called on those attending the RTNDA convention to bring their journalistic skills to bear on an examination of prime time television and its effects on society. To date, he said, the issue has not drawn the "level of media scrutiny that accompanies the important issues of the day."

Further south, Sikes told members of the Hollywood production community that the agency is seeking to write new rules that balance the interests of the broadcast networks and Hollywood producers.

PBS's 'Civil War' was hit (pages 27, 38). Shown below: writer Shelby Foote and producer Ken Burns (r)

52 / SEASON FINALE

Many general sales managers start the fourth quarter having little picture of what the next three months will hold for TV station revenue. That uncertainty has begun to breed some doubt about whether revenue will grow for the fourth quarter and into 1991.

59 / ON THE HILL

Foreign Affairs Committee efforts to review a high-definition test funding measure dims its chances. In the meantime, the Commerce Committee reports out a bill mandating that TV set manufacturers include decoders for closed captioning for the hearing impaired into most TV sets.

60 / ON BOARD

The Corporation for Public Broadcasting has elected a new board chairman: Marshall Turner, general partner and co-founder of the San Francisco-based venture capital investment firm Taylor & Turner Associates. Daniel Brenner, former legal adviser to FCC chairmen Mark Fowler and Charles Ferris, was elected vice chairman.

62 / DAB DILEMMAS

The FCC is offering three possible DAB bands up for public comment, including one set of frequencies that now resides in the UHF-TV band. Strong opposition to all three options is expected.

FCC Chairman Alfred Sikes (pages 49, 60)

64 / BRIGHTON BEACH MEMOIRS

According to the consensus of TV technical experts at the International Broadcasting Convention in Brighton, England, widescreen television will emerge as the first, and perhaps most important, step toward advanced TV systems worldwide. Additionally, this year's breakthroughs in applying digital compression techniques to television and a new push to enhance terrestrial broadcast services also dominated the talk at the engineering forum and equipment exhibition.

68 / CABLE CONCERNS

TCI's John Malone, during the Cable Television Administration and Marketing Society's management conference in Atlantic City last week, said that the cable industry, regarded as highly-leveraged, is in a credit squeeze, causing stock prices to decline. It will be increasingly difficult for the cable industry to find financing, he said. But cable will be in better shape than other industries hit by recession because it is "supported by its own internal cash flow," he said.

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RATINGS ROUNDUP

CBS, which ended up in third place for the 1989-1990 season, started out the 1990-91 season with a bang: it won the week of Sept. 17-23 with a 13.6/23 share, edging second place NBC's 13.4/23 and ABC's 13.2/22. CBS's victory marked its first win in the premiere week of a season since the fall of 1984.

CBS won Monday and Sunday nights, NBC won Tuesday, Thursday, and Saturday, and ABC won Wednesday and Friday. NBC's season premiere of *Cheers* was the top rated prime time show for the week, with a 22/35 share. Rounding out the top five shows for the week were: ABC's *Roseanne* (premiere), with a 20.1/30; CBS's *60 Minutes*, 20/33; CBS's *Designing Women* (premiere), 20/31; and NBC's *The Bill Cosby Show* (premiere), 19.8/33. Fox's highest rated show for the week, the season premiere of *Married...With Children*, finished in 46th place with a 12.3/18.

Week 1 — Sept. 17–Sept. 23

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	■	22.0/35	N	Cheers
2	■	20.1/30	A	Roseanne
3	■	20.0/31	C	Designing Women
3	▼	20.0/33	C	60 Minutes
5	■	19.8/33	N	Cosby
6	■	19.6/30	C	Murphy Brown
7	■	18.8/34	N	Golden Girls
8	■	18.6/30	N	A Different World
9	■	18.4/32	N	Empty Nest
10	■	17.7/27	C	Major Dad
10	■	17.7/30	N	Unsolved Mysteries
12	▼	17.3/28	A	Doogie Howser, M.D.
13	▼	17.1/25	C	Murder, She Wrote
14	■	16.8/27	A	Growing Pains
15	■	16.7/26	N	Heat Of The Night
16	■	16.6/27	A	Who's The Boss
17		16.4/26	C	Movie:Field Of Dreams
17	■	16.4/26	N	Matlock
19	■	16.3/20	A	Wonder Years
20		16.0/26	N	Amer. Dreamer Prev.
20		16.0/24	A	Married People Spec.
22	▼	15.9/20	A	Monday Night Football
23	▼	15.8/24	A	Head Of The Class
24	▲	15.7/26	C	Movie:Leona Helmsley
25	▼	15.6/28	C	Knots Landing
26	▼	15.3/23	A	Amer. Funniest Videos
27	■	14.9/27	A	Family Matters
28	■	14.8/25	C	Trials Rosie O'Neill
29	■	14.7/23	N	Movie:She Said No
30	■	14.6/28	A	Full House
31	▼	14.4/23	C	Jake and The Fatman
32	▼	14.3/21	A	Amer.Funniest People
32	■	14.3/23	A	Married People
34	■	14.2/23	C	Flash
35	▲	14.1/23	C	Uncle Buck
36	■	14.0/22	C	Rescue:911
37	■	13.9/26	N	Carol & Company
38	▼	13.5/22	N	Movie:Babies
39		13.1/24	A	Bev. Hills Cop
40	▼	12.7/21	N	Fresh Prince of Bel Air
40	■	12.7/23	A	Going Places
40	■	12.7/23	N	Hunter
40	■	12.7/24	A	20/20
44	■	12.6/24	C	Evening Shade
45	■	12.3/18	F	Married...With Children
46	■	12.1/19	A	Movie:The Running Man
46		12.1/22	A	An Evening w B. Midler
48	▲	11.9/22	C	Movie:Oldest Bridesmaid
49		11.7/19	A	Tribute:Oprah Winfrey
50	▼	11.4/18	N	Fanelli Boys
50	■	11.4/19	A	Macgyver
52	■	11.3/22	N	American Dreamer
52	▼	11.3/21	N	Law and Order Preview
54	■	11.1/18	N	Dear John
55	■	10.9/20	C	Top Cops
56	■	10.7/17	N	Ferris Bueller
57	■	10.6/17	A	Father Dowling
57	■	10.6/20	N	Working It Out
59		10.3/16	F	In Living Color
59		10.3/19	N	Movie:Murder C.O.D.
61	■	10.2/16	A	Gabriel's Fire
62	■	9.9/16	A	Young Riders
63	■	9.4/14	F	Get A Life
64	■	9.3/17	A	Primetime Live
65	▼	9.0/16	A	Life Goes On
66	■	8.7/17	N	Parenthood
67	▼	8.3/16	C	Hogan Family
67		8.3/14	N	Movie:Camp Cucamonga
67	▼	8.3/14	F	Simpsons
70		8.1/16	C	Family Man
71	■	7.4/12	C	Doctor, Doctor
71		7.4/14	C	48 Hours
71	■	7.4/13	C	Lenny
74		7.3/14	N	Super Bloopers/Prac.Jokes
75	▼	6.5/10	F	Babes
76	■	6.2/11	C	E.A.R.T.H. Force
77	▲	5.8/10	F	Parker Lewis
78	▼	5.0/9	F	Amer. Most Wanted
79	▲	4.9/9	F	True Colors
80	▼	4.7/8	F	Cops
81	▲	4.5/9	F	Totally Hidden Video
82	▲	4.2/8	F	Haywire
83	■	3.9/6	F	Against The Law
84	▼	3.5/6	F	DEA
84		3.5/6	F	21 Jump Street
86		3.1/5	F	Glory Days
87	▼	2.7/4	F	Alien Nation
88	▼	2.6/5	F	Amer. Chronicles

FREEZE FRAMES: Syndication Scorecard* — Week ended Sept. 16

Rank	Program (Syndicator)	Rtg	Stns	Covg	Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	12.2	218	98	9	Tale Spin Spec. (Buena Vista)	6.2	161	95
2	Jeopardy! (King World)	11.1	213	97	10	Donahue (Multimedia)	5.7	226	97
3	Oprah Winfrey (King World)	8.8	222	99	11	Tale Spin (Buena Vista)	5.4	161	94
4	Star Trek: Next Generation (Paramount)	7.8	230	98	12	Inside Edition (King World)	5.1	126	86
5	Cosby Show (Viacom)	7.6	204	97	12	Universal Pict. Debut Net. (Universal)	5.1	147	95
6	Current Affair (20th Century Fox TV)	7.5	187	95	14	Chip 'N' Dale (Buena Vista)	4.8	180	83
7	Entertainment Tonight (Paramount)	7.3	158	95	15	Geraldo (Tribune)	4.5	144	94
8	Wheel of Fortune, wknd. (King World)	6.4	178	81	15	Teen Mutant Ninja Turtles (Group W)	4.5	145	90

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

BUSINESS

1990'S FINAL TV ACT: REVENUE STILL A MYSTERY

Station sales managers uncertain about next three months, following strong third quarter

If the 1980's ended up with excessive optimism, the 1990's are starting out with a pessimistic chorus. Whether the mood is excessive or not may soon be told, but mostly the revenue picture for TV stations, especially affiliates, is uncertain. Many general sales managers start the fourth quarter today having little idea of what the next 90 days will hold. That uncertainty has begun to breed, although not confirm, some doubt about whether revenue will grow for the fourth quarter and into 1991.

The concern over fourth quarter spot sales represents a sharp mood swing from the just-completed quarter, when a pickup in national spot seen earlier this year continued at least into July and August for many stations. Although third-quarter results for publicly reporting broadcasters will not be available for another few weeks, July revenue numbers for the broadcasting divisions of Scripps-Howard and Multimedia showed double-digit increases from July '89. The August "flash" survey of broadcasting group owners by the Television Bureau of Advertising was up double digit as well. Said Tom Olson, president of Katz Continental Television: "The pattern that emerged in July and August surprised a lot of people."

Presumably, the gains continued to be somewhat unevenly distributed with most of them accruing to the benefit of independent stations, particularly those affiliated with Fox Broadcasting Co. In the second quarter, independents had revenue gains of 19.7%, while affiliates were up 2.1%, according to TVB numbers compiled by INTV.

Among the more than a dozen station general sales managers surveyed by BROADCASTING, the commentary was mostly negative. Said the head of spot TV sales for one network-owned group: "Fast food is down, retail in general is down, overall automotive is flat to minus numbers. If I don't have those three categories in positive numbers, I can't turn in positive numbers."

Even in the West, generally held to be a faster growth region, there was as much pessimism as optimism. One general sales manager in Salt Lake City said, "We're not really sure that the fourth quarter has started to break. I hope it hasn't, because if it has, we really are in trouble." Opined another Western market general sales manager along similar lines: "Our picture for the fourth quarter is that the market is either soft or late or both."

Among advertisers putting more money into local and national station coffers in the third quarter were said to be movie and packaged goods companies. It is the sense, or worry, that such advertisers will not continue to boost spending through the rest of the year that has station sales managers and reps worried. At the same time, existing weaknesses in the auto, financial and retail categories threaten to continue or even worsen.

TVB FORECASTS THE FUTURE: 1991

	Original 1990 est	*Revised 1990 est*	*1991 est*
Local	6%-8%	3%-5%	3%-5%
Spot	5%-7%	6%-8%	3%-5%
Network	6%-8%	6%-8%	4%-6%
National syndication*	15%-17%	20%-22%	15%-17%
Cable	20%-22%	14%-16%	13%-15%

*Includes Fox

Whether the 1991 TV revenue forecast released last week by the Television Bureau of Advertising is bullish depends on the eye of the beholder. In real inflation-adjusted dollars, TVB expects both station and network revenue (excluding Fox) to be down, that is, if one accepts the 5.4% inflation forecast by the Conference Board which TVB uses as one of its assumptions. Looked at another way, nominal station revenue, excluding political dollars, is scheduled to grow at roughly 7%, or just ahead of a 6% nominal GNP forecast by Merrill Lynch Econometrics, another source for the TVB estimate.

The moderation in the industry organization's estimate was also reflected in the input TVB got from members and others, according to Harold Simpson, vice president, research: "The various inputs were clustered around the ranges we came up with, not like in past years when someone would be saying 9% and another 18%."

Presumably, extreme optimism has been deflated by events in the Mideast, corporate earnings disappointments and continuing headlines of shaky financial institutions. Holding back negative estimates is the simple fact that slow revenue growth over the past few years has made it easier for next year to show a gain. In particular, the TVB board, which approved the 1991 forecast, said in a release: "Local revenues are most affected by automotive, retail and financial institution activity, which the board forecasts to begin a measurable turnaround in 1991, following a soft 1990 for those industries. Added TVB President Jim Joyella: "Not unlike what the packaged goods people went through three or four years ago, retail is beginning to get their mergers and buyouts behind them. We are not talking about a dramatic turnaround, just a little stability, a return to normalcy."

Said Sharon Lalik, senior vice president, director of broadcast, D'Arcy Masius Benton & Bowles: "Car phone money, I think, was the only new money around this year...I don't see anyone to take over slack from "political" after early November."

That fourth-quarter growth should be in doubt is surprising if for no other reason than this being a "political" year. One month ago, TVB estimated 1990 political advertising on stations would be 21.4% above 1988, to $230 million, much of that falling in the fourth quarter. There is some thought, however, that the tight inventories created by the political demand might have kept away some normal advertisers in certain markets.

External events have obviously conspired against fourth-quarter revenue increases, although the Iraqi invasion has perhaps helped oil-based markets, ranging from Bakersfield, Calif., to Denver to Houston to New Orleans. In the latter market, one owner of an affiliate said its results were up in August for the first time in five years. Among the markets specifically hurt included Norfolk-Portsmouth-Newport News, where a measurable share of the viewing audience is now serving overseas.

Also affecting fourth-quarter comparisons to a year ago are problems limited to certain sectors, such as automobiles, retail and finance. The uncertain outlook may be creating enough havoc that advertisers are waiting to see whether their year-end earnings need sprucing up using dollars previously budgeted for advertising.

Stations may soon be feeling, if they are not already, another effect of advertising uncertainty. Reports that budgets are also being delayed, or witheld, from the TV networks' scatter market (BROADCASTING, Sept. 24) may reduce pricing in that market, attracting some advertising dollars previously allocated to spot. Peter Stassi, director of local broadcast for BBDO, said he knew of some packaged goods money that already moved from spot to the networks for this month.

Even if the pessimism shown last week proves premature or erroneous, it is already causing some station groups to rethink the 1991 budget process currently under way. Said one head of a top-10 station group: "When we budgeted for 1991 a month or two ago, we were basing the numbers on a positive fourth quarter. But if the fourth quarter is not flat, those 1991 budgets are inflated and will have to be redevised." -GF

NEWS CORP. SEEKS NEW STOCK

Nonvoting or restricted voting shares would provide nondebt currency for acquisition while retaining Murdoch control; company details Fox TV financial results

News Corp. last week reported financial results for its fiscal 1990 and at the same time said it was seeking approval to issue at least one new class of securities. The purpose of the additional capitalization, said the company's proxy, was to insure that the current 45% of voting stock owned by Rupert Murdoch and family would not be diluted, while facilitating additional acquisitions. Last week's news was apparently ill received by investors, as News Corp. and American Depository Receipts (ADR) fell 25% to close at 13⅛ last Wednesday.

Subsidiary Fox Broadcasting Co. reported a prime time revenue increase of 109% for the year ending June 30 and, as previously reported, showed an operating profit for the first time. In fiscal 1989, 9.5% of News Corp. revenue came from television operations, which besides Fox includes Sky Television, News Corp.'s European direct broadcast satellite operation. In the recently completed fiscal year, the percent of revenue from television climbed to 13.4%. The majority of News Corp. revenue derives from newspaper, magazine and book publishing.

Fox Television stations showed a revenue increase of 10%, while operating profits were leveraged upwards 27%, a jump the company attributed to keeping the group's "operating expenses flat. In large part, this is due to the group's plan to develop and produce station-originated programing for its dayparts in place of costly acquisitions from outside."

During the year, News Corp. was forced to divest WFXT(TV) Boston, for which the company took a $33 million write-off while retaining an equity interest. It purchased KSTU(TV) Salt Lake City for $52.3 million.

The company said it was proposing that shareholders adopt the creation of two new classes of stock: one of preferred stock and the other of nonvoting ordinary (common) shares. Depending on what decision is made by shareholders and by the Australian Stock Exchange, News Corp.'s board of directors said it plans to issue one or the other class of stock as a bonus, with each issued share carrying enough to provide a 50% dividend boost. Jim Platt, a spokesman for News Corp., said such a "bonus" distribution would probably take place next February or March.

News Corp. said new classes of shares would "...permit the further expansion and development of the company by employing new equity funds rather than solely debt, and yet not dilute the voting rights of the major shareholders (or other shareholders) and thereby endanger continuation of the benefits such control has provided or fostered."

Additionally, the company's directors asked shareholders for authority to undertake either proportional or "selective" repurchases of shares, which it is currently restrained from doing. -GF

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CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KXXX-FM San Francisco ■ Sold by Emmis Broadcasting to Bedford Broadcasting for $18.5 million. Price includes non-compete and consulting agreement. Station was acquired in September 1988 as part of five station deal with NBC for $121..5 million. **Seller** is headed by Jeffrey H. Smulyan and has interests in WENS(FM) Shelbyville, Ind.; WQHT(FM) New York; WFAN(AM)-WLOL(FM) Minneapolis; KSHE(FM) Crestwood, Mo.; KPWR(FM) Los Angeles; WAVA(FM) Washington; WJIB(FM) Boston and WKQX(FM) Chicago. **Buyer** is headed by Peter J. Bedford and has interest in KSSK-AM-FM Honolulu and publishes nine weekly newspapers in Southern California. KXXX-FM has top 40 format on 99.7 mhz with 45 kw and antenna 1,241 feet above average terrain.

KSLA-TV Shreveport, La. ■ Sold by VSC Communications Inc. to KSLA-TV Ltd. for $2.3 million. Total is due in cash at closing. Station was acquired in June 1983 for approximately $32 million. **Seller** is headed by Henry S. Schleiff and is subsidiary of Viacom Inc., which is headed by Frank Biondi. Viacom has interests in WVIT(TV) New Britain, Conn.; WMZQ-FM Washington; WLIT-FM Chicago; WLTI(FM) Detroit; KMOV(TV) St. Louis; WNYT(TV) Albany, WLTW(FM) New York and WHEC-TV Rochester, all New York; KIKK(AM) Pasadena and KIKK-FM Houston, both Texas; WMZQ(AM) Arlington, Va., and KBSG(FM) Tacoma, Wash. **Buyer** is headed by Birney and Nancy Imes Jr., husband and wife, and has interest in WCBI-TV Columbus, Miss. Imes's have interest in WMUR-TV Inc., licensee of WMUR-TV Manchester, N.H.; WBOY-TV Inc., licensee of WBOY-TV Clarksburg, W.Va., and KDBC-TV Acquisition Ltd., licensee of KDBC-TV Shreveport, La. KSLA-TV is CBS affiliate on ch. 12 with 316 kw visual, 40.7 kw aural and antenna 1,070 feet above average terrain.

KFTY-TV Santa Rosa, Calif. ■ Sold by Sonoma Broadcasting Inc. to KFTY Broadcasting Inc. for $2.25 million. Total is due in cash at closing and includes $1.75 million assumption of debt. Station went on air in May 1981. **Seller** is headed by Wishard A. Brown and has no other broadcast interests. **Buyer** is headed by Gary B. Heck. Marsha K. Heck and George I. Hoffman. Gary B. Heck is chairman of Korbel Champagne Cellers of California. KFTY is independent on ch. 50 with 302 kw visual, 60.4 kw aural and and antenna 3,080 feet above average terrain.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:
AM's □ **$1,096,294** □ **8**
FM's □ **$19,497,711** □ **4**
AM-FM's □ **$1,096,294** □ **8**
TV's □ **$6,450,000** □ **3**
Total □ **$28,717,505** □ **23**

Year to Date:
AM's □ **$85,887,053** □ **216**
FM's □ **$419,525,783** □ **200**
AM-FM's □ **$336,180,640** □ **180**
TV's □ **$771,641,900** □ **80**
Total □ **$1,605,912,572** □ **665**

For 1989 total see Feb. 5, 1990 Broadcasting issue.

KBLR-TV Paradise, Nev. ■ Sold by Rose Communications to T.G.N. Productions Inc. for $1.9 million. Price includes $300,000 deposit, $700,0000 assumptiopn of debt and promissory notes totaling $820,000. Station is not yet on air. **Seller** is headed by Glenn A. Rose and has no other broadcast interests. **Buyer** is headed by John Locke, Donald Mustain and Clifford A. Jones, and has no other broadcast interests. KBLR-TV is independent with CP for ch. 39 with 1,330 kw visual and antenna 1,204 feet above average terrain.

WJTO(AM)-WIGY(FM) Bath, Me. ■ Sold by Donald A. White Jr., reciever, to Kaleidoscope Inc. for $750,000. Stations are currently dark. **Seller** is reciever to Maritime Broadcasting Associates, which also owns WIBX(AM)-WLZW(FM) Utica, NY. **Buyer** is headed by J. Frank Burke of Minneapolis, who formerly worked for General Mills in product development. WJTO is daytimer on 730 khz with 1 kw. WJTO(FM) is on 105.9 mhz with 50 kw and antenna 500 feet above average terrain. *Broker: Kozacko-Horton Co.*

WMQM(AM) Memphis ■ Sold by WMQM Inc. to Bountiful Blessings Inc. for $462,000. Total is due in cash at closing. Station was acquired in September 1977. **Seller** is headed by Fred P. Wostengerger and is subsidiary of F.W. Robbert Broadcasting Co., licensee of WVOG(AM) New Orleans, WITA(AM) Knoxville, Tenn., and WNQM(AM) Nashville. **Buyer** is headed by Gilbert E. Patterson, Helen E. Flagg, Min-

FOR THE RECORD

As compiled by BROADCASTING from Sep 19 through Sep 25 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt.—alternate; ann.—announced; ant.—antenna; aur.—aural; aux.—auxiliary; ch.—channel; CH—critical hours; chg.—change; CP—construction permit; D—day; DA—directional antenna; Doc.—Docket; ERP—effective radiated power; Freq.—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic.—license; m—meters; mhz—megahertz; mi.—miles; MP—modification permit; mod.—modification; N—night; pet. for recon.—petition for reconsideration; PSA—presunrise service authority; pwr.—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans.—transmitter; TPO—transmitter power output; U or unl.—unlimited hours; vis.—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **WVSV-FM Stevenson, AL** (BAPLH900911GW; 101.7 mhz; 940 w; ant. 490 ft.)—Seeks assignment of license from Lynn Ltd. to George Guess for $347,711. Seller is headed by Tommy J. Nelson and Jerry Nelson, and has no other broadcast interests. Buyer has no other broadcast interests. Filed Sept. 11.

■ **KFTY-TV Santa Rosa, CA** (BALCT900910KJ; ch. 50; 302 kw-V; 60.4 kw-A; ant. 3,080 ft.)—Seeks assignment of license from Sonoma Broadcasting Inc. to KFTY Broadcasting Inc. for $2.25 million. Seller is headed by Wishard A. Brown and has no other broadcast interests. Buyer is headed by Gary B. and Marsha K. Heck, and George I. Hoffman and has no other broadcast interests. Filed Sept. 10.

■ **WBGC(AM) Chipley, FL** (BAL900904ED; 1240 khz; 1 kw-U)—Seeks assignment of license from Panhandle Radio Corp. to Ashley Norman Davis Jr. for $170,000. Seller is headed by Homer L. Rhoden. Buyer has interest in LPTV W24AM and WZEP(AM) DeFuniak Springs and WBGC(AM) Chipley, both Florida, and holds CP for new TV at Luverne, AL. Filed Sept. 4.

■ **WZEP(AM) DeFuniak Springs, FL** (BAL900913EA; 1460 khz; 5 kw-D; 186 w-N)—Seeks assignment of license from Wyatt V. Cox to Ashley N. Davis Jr. for $70,000. Seller has no other broadcast interests. Buyer has interest in LPTV W24AM and WZEP(AM), both DeFuniak Springs, FL; CP for new TV at Luverne, AL, and WBGC(AM) Chipley, FL. Filed Sept. 13.13.

■ **WFXP(AM) Gulf Breeze, FL** (BAL900913EE; 980 khz; 2.5 kw-D; 1 kwa-N; DA-2)—Seeks assignment of license from The Main Street Broadcast Group to Media One Communications Inc. for $284,000. Seller is headed by Samuel Showah and John Deep. Buyer is headed by Robert and Linda E. Hill, husband and wife; Bernice Horrison, and Robert Hill, and has interest in Bob Carl Bailey Broadcasting Service, licensee of WTQX-AM Selma, AL. Filed Sept. 13.

■ **WDPC(AM) Dallas, GA** (BAL900913EB; 1500 khz; 1 kw-D)—Seeks assignment of license from Carden Communications Inc. to Worthy Communications Inc. for $65,000. Seller is headed by Paul F. and Mary Lee Carden, and has no other broadcast interests. Buyer is headed by Jerry L. and Mary J. Worthy, Shirley White, and Jerry L. Worthy Jr., and has no other broadcast interests. Filed Sept. 13.

■ **KNOC(AM)-KDBH(FM) Natchitoches, LA** (AM: BAL900912EB; 1450 khz; 1 kw-U; FM: BALH900912EC; 97.7 mhz; 3 kw; ant. 328 ft.)—Seeks assignment of license from Mark K. Sutton, trustee, to Cane River Communications Inc. for $267,000. Seller is headed by Karl F. Bailey and B. Hillman Bailey Jr. and has no other broadcast interests. Buyer is headed by Joseph P. Cunningham Jr., Terri E. Cunningham, Joseph P. Cunningham Sr., and Marva G. Cunningham, and has no other broadcast interests. Filed Sept. 12.

■ **KSLA-TV Shreveport, LA** (BALCT900910KH; ch. 12; 316 kw-V; 40.7 kw-A; ant. 1,070 ft.)—Seeks assignment of license from Vsc Communications Inc., to KSLA-TV Ltd. for $2.3 million. Henry S. Schleiff and is subsidiary of Viacom Inc., which is headed by Frank Biondi. Viacom has interests in WVIT(TV) New Britain, CT; WMZQ-FM Washington; WLIT-FM Chicago; WLTI(FM) Detroit; KMOV(TV) St. Louis; WNYT(TV) Albany; WLTW(FM) New York and WHEC-TV Rochester, all New York; KIKK(AM) Pasadena and KIKK-FM Houston, both Texas; WMZQ(AM) Arlington, VA, and KBSG(FM) Tacoma, Wash. Buyer is headed by Birney and Nancy Imes Jr., husband and wife; Birney Imes III, Nancy Musso, Eugene B. Imes, Stephen B. Imes, George S. Imes and Frank B. Imes, and has interest in Columbus Television Inc., licensee of WCBI-TV Columbus, MS. Birney and Nancy Imes Jr. own 90% of WMUR-TV Inc., licensee of WMUR-TV Manchester, NH. Imes Jr. is principal stockholder of WBOY-TV Inc., licensee of

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CPs [1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.